

YOUR GUIDE TO EXHIBITING

FASHION EXPOSED & *preview* co located with THE LEATHER, BAGS & ACCESSORIES FAIR

14-16 September 2008
Melbourne Exhibition Centre

When?	What?	Deadline <i>(If applicable)</i>	Done
	Sign & fax stand agreement to 03 9654 5596	Now	<input type="checkbox"/>
	Pay deposit	Within 7 Days	<input type="checkbox"/>
STAGE 1 – MARKETING PREPARATION			
Early June	Receive Newsletter 1 with: <ul style="list-style-type: none"> Buyers Guide, Trade invite and VIP Visitor Incentive Program Forms 		<input type="checkbox"/>
Mid June	Receive electronic "See us at" logo <i>For use on your marketing material</i>		<input type="checkbox"/>
	Final Payment due	Refer to Stand Agreement	
	Deadline to return Buyers Guide Form and Trade Invite / VIP Buyer Incentive Program Form	30 June	<input type="checkbox"/>
STAGE 2 - ONSITE PREPARATION			
Late June	Receive Exhibitor Manual via email with: <ul style="list-style-type: none"> Onsite Contact Details Form (Form 1) Signage Confirmation Form (Form 2) Electrical Order Form (Form 3) Tracker Order Form (Form 4) Venue Services Form (Form 5) Logistics, Transport, Forklift Hire Form (Form 6a) Move In Time Amendment Form (Form 6b) Move Out Time Amendment Form (Form 6c) Accommodation Booking Form (Form 7) 		<input type="checkbox"/>
Early – Mid July	<ul style="list-style-type: none"> Receive free trade invitations and send out to client base Book flights / accommodation Organise promotional material Contact your insurance company to extend your property and public liability insurance cover. (Refer Exhibitor Manual for more details) Phone all clients and ensure they have received their trade invitation and make appointment with them to visit your stand 		<input type="checkbox"/>
STAGE 3 – FINAL PREPARATION			
Late July	Receive Exhibitor Newsletter 2		<input type="checkbox"/>
Mid-Late July	Receive Exhibitor Badge Form by post Exhibitor Badge Form Deadline	12 August	<input type="checkbox"/>
	Deadline to return Forms sent with Exhibitor Manual	12 August	<input type="checkbox"/>
	Deadline to return Move In Amendment Form (if required)	12 August	<input type="checkbox"/>
Early September	Receive Exhibitor Newsletter 3 including <ul style="list-style-type: none"> Move In & Move Out information - Ensure you have a leads collection system in place - Brief onsite staff 		<input type="checkbox"/>
12 September	Move In Commences – bring your Safety Vests with you		<input type="checkbox"/>
14 September	FASHION EXPOSED / <i>preview</i> / LBA Opens		

NB: If dates have passed please action immediately